

MARCH MISSION MADNESS

Regional Online Auction

Promote your business at the March Mission Madness Online Auction (March 3-10)

March is Red Cross Month, and the March Mission Madness Online Auction is a celebration of the Red Cross' mission and legacy in Rochester by showcasing products, services, and gifts donated by local businesses and community members. And this year, we have included even more opportunities for your businesses to share your story with our donors.

Please join us to celebrate the Red Cross' 140+ year tradition of preventing and alleviating human suffering in the face of emergencies.






Visibility for Your Business

- Celebrate your business' support of the local chapter of the Red Cross, and the communities we serve.
- Reach an audience of over 25,000 donors in Western New York and the Southern Tier to promote your products and services.
- Gain exposure through digital and print acknowledgements.
- Donate an unlimited number of items to the auction to showcase your products and services.
- Send a digital flyer or coupon to all auction participants.



A Lasting Impact in Greater Rochester

Your donation is vital to the Red Cross' ability to provide help and hope to people in their darkest hours at a moment's notice. In the Rochester area alone, our mission delivery included the following in our 2023 Fiscal Year:

-  Collected **over 51,000 units of blood** at our local blood drives and collection sites to help patients in need.
-  **Trained over 16,000 people** in First Aid, CPR & AED, water safety and other lifesaving skills.
-  Helped **over 500 families** affected by hundreds of local disasters like home fires, floods and winter storms by providing food, clothing, shelter and immediate relief.
-  Provided **over 550 critical services** to members of the military, veterans and their families.
-  Made local homes safer by installing **over 1,200 free smoke alarms** and providing fire safety education and escape plan training to families.

A Recognized Nonprofit Your Audience Trusts

For years, the American Red Cross has remained a household name that is committed to using its funds for direct program delivery, not overhead. 90 cents of every dollar we spend is invested in delivering care and comfort to those in need. Plus, we rank the most trusted charity among U.S. adults, according to Morning Consult.



Questions?
Contact Natalie Doller, Events Coordinator
Natalie.doller2@redcross.org
585.413.8539

MARCH MISSION MADNESS

Regional Online Auction

Campaign Sponsorship Opportunities & Benefits

Sponsorship Level	Auction Presenting Sponsor	Mission Moment Sponsor	Help Can't Wait Sponsor
Sponsorship Value	\$10,000	\$2,500	\$1,500

Marketing Benefits

Check Presentation Opportunity	Yes	N/A	N/A
Event Webpage	Logo embedded with Red Cross Event Logo at the top of the webpage	Medium logo placement	Small logo placement
Event Invitations, Advertisements and Other Print Materials	Logo embedded with Red Cross Event Logo on all materials	N/A	N/A
Social Media	Mention of sponsorship in all auction posts	Mention of sponsorship in our post-event thank-you	Mention of sponsorship in our post-event thank-you
Email Communication	Logo embedded with Event Logo at the top of all emails	Logo placement at the bottom of all auction emails	Logo placement at the bottom of all auction emails
Access to Marketing Materials to Publicize Partnership	Y	Y	Y



American Red Cross
of Western New York

Questions?
Contact Natalie Doller, Events Coordinator
Natalie.doller2@redcross.org
585.413.8539

MARCH MISSION MADNESS

Regional Online Auction

Company Employee Benefits

Employee-exclusive early access to bid on auction items	Y	N/A	N/A
---	---	-----	-----

Individual tickets to the auction party are available for purchase for \$100 each.

Post-Event Benefits

Opportunity to provide digital coupon to all auction participants	Y	Y	Y
Tour of American Red Cross Blood Donation Center, West Henrietta, NY	Y	N/A	N/A
Red Cross Volunteer Engagement Opportunity for employees	Y	Y	Y

The sponsorship benefits outlined above are not mandated. Should you prefer to decline in the participation of any specific benefit noted, please notify your Red Cross representative.



American Red Cross
of Western New York

Questions?
Contact Natalie Doller, Events Coordinator
Natalie.doller2@redcross.org
585.413.8539

MARCH MISSION MADNESS

Regional Online Auction

March Mission Madness Sponsor Commitment Form

Please notify your Red Cross representative of your participation in the event no later than Friday, February 23, 2024.

Sponsorship/Donation Level

- Presenting Sponsor (\$10,000)
- Mission Moment sponsor (\$2,500)
- Help Can't Wait Sponsor (\$1,500)

Company Information

Company Name: _____

(As you wish to appear in written communication)

Contact Name & Title: _____

Email Address: _____

Phone Number: _____

Billing Address: _____

Method of Payment

- Check (Payable to the American Red Cross. Memo: March Mission Madness Auction)
- Credit Card (VISA, AMEX, MC, DISC.)

Upon confirmation of your support, please provide the Red Cross with your company's logo based on the specifications below:

- High-res (300 dpi/pixels or more)
- Transparent background
- .png or .jpeg format

Thank you for partnering with the Red Cross!



American Red Cross
of Western New York

Questions?
Contact Natalie Doller, Events Coordinator
Natalie.doller2@redcross.org
585.413.8539